

EXHIBIT I

Complete 2002 Ski-Doo Lineup

SnowWeek

THE SNOWMOBILE RACING AUTHORITY

One-Two Punch

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First And Second
In New York**



- > Pro Ice Action From Freeport
- > Meet Oval Racer Ray Kowalski
- > Making The ZR 800 Rip

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Grand Slam!

Four races, four Ski-Doo® X-Team® victories and one radical sled. The MX Z'-REV. That's all you need to know about last weekend's Open Class competition. Still reading? We won every event we entered onboard the machine built to defy convention and destroy the competition. In Vernon, New York, Justin Tate won the WSA Pro Open, and four out of the five finalists were REV riders. In the Semi-Pro heat, Curt Peterson flew across the finish line first. Back in Motown, Pro Open ace Blair Morgan and Semi-Pro X-Teamer Steven Taylor stormed in to the Pontiac Silverdome and blew everyone out in the Super Sno-Cross Series. Fact is, this sled hauls just about anyone who rides it to victory. Including you. Because the MX Z'-REV is now available at Ski-Doo dealers everywhere. For an in-depth gawk session, visit ski-doo.com. Then pick up a For Sale sign for your old sled.



There's nothing like it.

See www.who www.won www.what at ski-doo.com.

Protect yourself from personal injuries and lawyers who chase them.
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SKI-DOO OFFERS MORE IN 2003



Ski-Doo's new Semi-Direct Injected (SDI) engine is available in the Legend 800 SE (pictured) and the Grand Touring 800 SE.

After Ski-Doo unveiled its radical new MX Z REV platform in early February, some might have thought that's all the Valcourt, Quebec, manufacturer had in store for model year 2003. Not so.

There's a ton of new things coming from Ski-Doo that will make any snowmobiler drool. Model year 2003 will go down as one of the most forward-thinking years in snowmobiling, and Ski-Doo is one of the manufacturers leading the charge. The company first teased us with its new REV platform that redefined rider placement on a sled. The REV moves riders 12 inches farther forward on the machine, and moved the majority of the weight toward the sled's center of gravity.

That was just the start. In addition to the new REV, Ski-Doo is coming out swinging with a new 800 Semi-Direct Injected (SDI) engine, a V-1000 four-stroke, a 550 fan-cooled powerplant and two high-output engines.

But that's not all. Ski-Doo also unveiled a 159-inch mountain track, an Auto-Air suspension, a new TRA III drive clutch and expanded the ZX-X chassis. Also, all liquid-

cooled trail sleds come with electric, white-face tachometer and speedometer gauges and handlebar controls. The hand and thumb warmer switches and combination electric start/RER button moved to control blocks on the handlebars.

New Engines

The new 800 SDI reduces emissions by more than 50 percent and increases fuel and oil economy up to 25 percent. The engine has two injectors per cylinder that inject fuel directly into the transfer ports. The engine is also equipped with an electronic Rotax Adjustable Variable Exhaust (e-RAVE). The height of the exhaust valves is determined by throttle position and engine rpm. The engine also has a knock sensor and retards the ignition or enriches the fuel/air mixture to prevent detonation. The engine is available in the Legend SE and Grand Touring SE models.

Unveiled last September, the V-1000 four-stroke will be in two models for 2003 (Legend and Grand Touring). The Rotax liquid-cooled V-twin was specifically designed for snowmobiles and includes dry sump

lubrication and heated throttle body.

For high-performance riders, Ski-Doo unveiled two new two-stroke twin engines: the 600 H.O. and 800 H.O. The 600 H.O. has the bottom end of Doo's 700 and 800 twins; new reeds and improved exhaust ports. Ski-Doo claims it pumps out 10 HP more than the standard 600 twin. The 800 H.O. boasts a 7 percent increase in power thanks to twin-stack reed valves, higher compression ratio and larger exhaust ports.

A new 550cc fan-cooled twin offers improved acceleration. It has an improved crankcase, reed valve intake, new connecting rod bearings and sealed PTO bearings.

Mach Z Returns, Changes To MX Z Lineup

Returning for 2003 is the mighty Mach Z with its 800cc triple with triple pipes. The muscle sled gets the SC-10 III rear suspension with 13 inches of travel and Ski-Doo's dual-carbide Precision skis.

As mentioned, the MX Z line sports the new REV platform in the spring-only X and full-build Sport packages.

In addition to the REV models, the ZX-X chassis unveiled for model year 2002 expands to the Adrenaline and Trail packages. The ZX-X offers a tilted tunnel and wider running boards. The Adrenaline package is equipped with the new 600 H.O. twin-cylinder engine. It also has new reeds and exhaust porting. Other engine options include the 500, 700 and 800 twins. The SC-10 III rear skid has an HPG Variable Rate shock on the rear arm. New to the Trail ver-



A new Summit Highmark Extreme comes with a 159-inch track.

sion are the dual-carbide Precision skis, and available RER. Engine options include the 500 and 600 Series 3 engines. Motion Control shocks are all around.

The MX Z Renegade is back for a second year. The hybrid trail/mountain sled returns in the ZX chassis but now has a new 600 H.O. engine option, the SC-10 III 136-inch rear suspension has 11.5 inches of travel. Also new are height-adjustable handlebars and softer grips.

In 2002, Ski-Doo upgraded the MX Z fan to the ZX chassis. This year, it returns in that chassis but is now powered by a larger engine. A 550cc twin delivers the power to the track. It also has new plastic skis.

Legend Hosts New Technology

The Legend line of solo touring sleds offer many creature comforts for today's long-riding ventures. Their basis is the ZX chassis.

Starting with the SE package, it can be ordered with Ski-Doo's new ground-breaking 800 SDI engine. Also on the SE is the SC-10 III rear suspension with 12 inches of travel, Variable Rate shocks and a 600 or 700 Series 3 engine option.

The Sport package comes with a V-1000 four-stroke engine option. Also available is mechanical reverse, a TRA IV drive clutch and a 1-inch track. It also has Variable Rate shocks and new handgrips. Other engine options include the 500, 600 and 700 Series 3 engines. The Legend fan gets the new 550cc fan-cooled engine option and plastic skis. It returns with the SC-10 rear skid.

Take It To The Summit

Mountain sleds are becoming as extreme as the mountains they are made to climb. All liquid-cooled Summits come in the ZX-X chassis with the new TRA III drive clutch, electronic white-face gauges and handlebar controls. Depending on the package, customers can choose from the new 800 H.O. engine as well as existing Series 3 engines or the 550 fan.

New for 2003 is the spring-only order Highmark Extreme that features a 159-inch track. The Highmark X returns with new handgrips and warmers. Also returning is the X with hooked handlebars and an aluminum rack. The Highmark Extreme, Highmark X and X packages are available in the spring only.

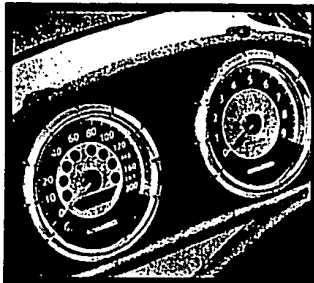
The Highmark and Adrenaline packages are available all year. The Highmark comes with a new aluminum rear rack, hooked handlebars, handgrips and warmers, while the Adrenaline comes with the 800 H.O. or 600 Series 3 engines. The fan-cooled Summit gets the new 550cc twin.

Grand Touring Offers Surprises

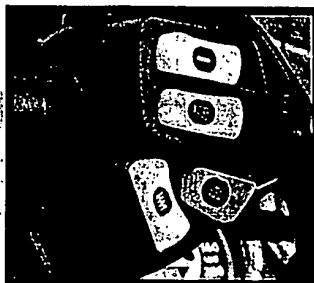
The Grand Touring SE is equipped with Ski-Doo's new Auto-Air suspension.

The suspension uses an integrated hydraulic pump to automatically set preload for weight and trail conditions. The SC-10 III 136-inch rear skid offers 11.5 inches of travel. The SE is available with the new 800 SDI engine or the 600 or 700 Series 3 engine options. The Sport is available with the V-1000 four-stroke and other engine options.

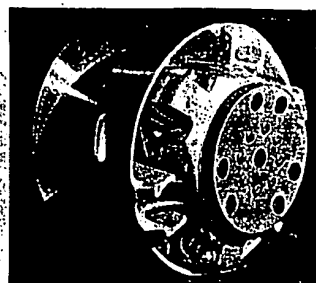
The fan-cooled Grand Touring model gets new plastic skis and the new 550cc fan-cooled engine. *MS*



New electronic, white-face gauges adorn dash boards for 2003.



The hand and thumb warmer controls are now on the handlebars within easy reach of the left thumb.



Several models are outfitted with the new TRA-III drive clutch.

Snowmobile News.com

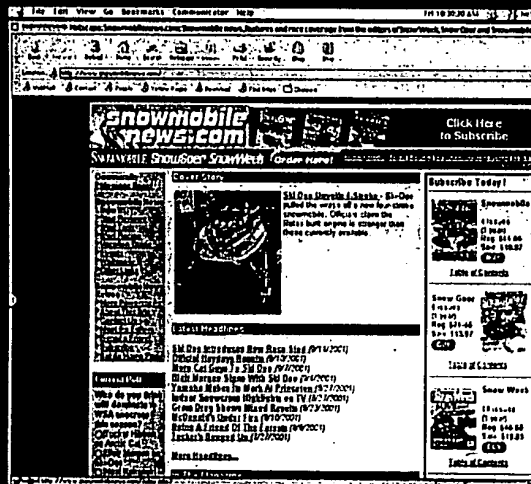
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